

# Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County  
Clark County Health Department • Tobacco Prevention and Education Program

Issue 70

<http://www.clark.wa.gov/health/tobacco/tidbits.html>

March 2006



## Kick Butts Day is April 5!

The Campaign for Tobacco Free Kids annual Kick Butts Day is coming up on April 5. Their Web site [www.kickbuttsday.org](http://www.kickbuttsday.org) contains great materials for putting on a wide variety of events to celebrate the day. Jemtegaard Middle School in Washougal will celebrate KBD with a banner, games such as Smoker's Roulette Wheel and a visit from Mr. Ciggy Buttz. The M.A.S.H. youth prevention group in Stevenson is planning to perform a Kick Butts Day skit at Wind River Middle School in

Carson. For more ideas, including the new 2006 KBD activity guide and CD-ROM log onto the Web site by clicking on the logo above. New KBD merchandise is also available, including "1200" t-shirts and sweatshirts to complement the red "1200" wristband which acts as a reminder of the 1200 Americans who die every day from tobacco and secondhand smoke. This year KBD will pay special attention to the number 1200, and raise awareness about this disturbing statistic.



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## Rick Bender Shares Spit Tobacco Dangers with Students



Rick Bender with health educator, Long Vue



Rick Bender talks to students in Battle Ground

The *Great American Spit Out* was in February and to help highlight the health risks of spit tobacco (also known as chew, dip, or snuff) cancer survivor [Rick Bender](#) visited Pleasant Valley Middle School and Laurin Middle School in the Battle Ground School District. Rick Bender was a semi-pro baseball player who, as a result of chewing tobacco, lost a third of his tongue, half of his jaw, and all of the flesh connecting the right side of his neck with the rest of his body. He gave several presentations to 5th-8th graders on the dangers of spit tobacco and shared how he fell victim to his terrible tobacco addiction. He told students that the number one reason why teenagers try tobacco is peer-pressure. He strongly encouraged the kids to never give in to peer-pressure, because it might lead to a lifelong addiction and tobacco is the hardest addiction to quit. The use of spit tobacco continues to be a health concern in many of our communities, especially those in rural areas where rates are often highest. Locally, the passage of I-901 may prompt an *increase* in spit tobacco use. The Washington State Department of Health Tobacco Prevention and Control Program is encouraging spit tobacco users to call the [Quit Line](#) for help. In addition, [Chew-free.com](#) is a Web site designed to help people quit using chewing tobacco. Spit tobacco contains 28 cancer-causing agents and includes nicotine, which is addictive. In fact, the amount of nicotine absorbed from one dip of spit tobacco is 3-4 times the amount delivered by a cigarette.

## Prairie Bar & Grill is Pleased with Smoking Ban

The new state-wide smoking ban has been good for many businesses, including Prairie Bar & Grill in Brush Prairie. Manager Troy Wray-Steigman along with his parents and original owners Ron and Sandy, have operated Prairie Bar & Grill for over 20 years and are pleased to be smoke-free. "As a non-smoker, I'm excited to work in a healthier environment," said Troy. "At first, we were concerned about losing business but we're seeing a new and expanded clientele. We have people who come in now for lunch, saying that they can go back to work and not smell like an ashtray." Before the law went into effect, staff hung signs and made the designated smoking area outside more comfortable by placing benches and urns for customers and staff to use. Staff also discussed how to explain the new law to customers, keeping it positive. They knew their attitude would have a lot to do with how their customers handled it. Troy reports that even his customers who smoke like it. They say they smoke less and they like not breathing other people's secondhand smoke. Another benefit Troy has noticed is how much better his crew feels, especially the night shift bartenders. The next morning they wake up breathing more easily and they don't cough or feel congested from breathing second-hand smoke the entire evening before. He hasn't done any productivity studies but Troy notices that his employees who do smoke take fewer breaks; it's now less convenient to smoke. Troy's words of wisdom to bar owners across the river in Oregon and other states without a comprehensive smoking ban like Washington's are: "Have a strong, well-rounded food menu. Give your customers many reasons for coming to your establishment."



## Reporting I-901 Violations

I-901 is the comprehensive statewide law prohibiting smoking in all indoor public places that went into effect on December 8, 2005. Since that time, the Clark County Health Department continues to answer questions, supply signage and materials to businesses, post information on their Web site, and send out letters to violators. Violations can be reported at the state Department of Health Web site, [www.seconddhandsmokesyou.com](http://www.seconddhandsmokesyou.com), or at the Clark County Health Department Web site, <http://www.clark.wa.gov/health/tobacco/reportclean.html>

## Quit Line Call Volume More Than Doubles for January

In January, the Washington State Tobacco Quit Line had more than double its normal call volume. On average, they expect about 1,000 calls a month but in January they received 2,225 calls, according to Julie Thompson at DOH, the staff person in charge of Quit Line contract. Of those callers, 1,410 have signed up for the "Free & Clear" telephone-based cessation program. Julie thinks this high call volume is a direct result of so many people deciding it's time to quit because of the I-901 restrictions.



## Do You Know of Smoke-free Rental Housing?

The Tobacco Free Coalition of Clark County's Secondhand Smoke Task Force is compiling information for a *Guide to Smoke-free Housing in Clark County*. If you are aware of any apartments, rental homes, duplexes or condominiums that have policies restricting or prohibiting smoking, contact [Theresa Cross](#), 360.397.8000 x 7378.



## The Tobacco Cessation Leadership Network Launches a New Web site

The mission of the Network is to help increase the capacity in every state to establish effective, sustainable, and affordable cessation services. We seek to do this by linking state and national cessation leaders to share information, resources and strategies. Working together we can enable programs in each state to become more comprehensive and successful.

The [www.tcln.org](http://www.tcln.org) Web site is a resource for:

- Existing information and tools for implementing comprehensive tobacco cessation initiatives.
- New implementation resources and tools developed through the Network and partners as they emerge.
- Tuning in to discussions about implementation issues through conference calls, online postings, and email exchanges.

The Web site also offers the opportunity to join the Network through a quick and easy online or faxed application. Completing the application is important for us to know who is participating and how everyone can contribute to help the Network grow. ([www.tcln.org/join/index.html](http://www.tcln.org/join/index.html))

## Some Employers Charging Smokers More for Health Insurance Coverage

Surcharges of \$20 to \$50 per month are becoming more common for smokers who are covered by employer-paid health insurance. "With health care costs increasing by double digits in the last few years, employers are desperate to rein in costs to themselves and their employees," said Linda Cushman, senior health care strategist with Hewitt Associates, which for the first time will query employers about smoking surcharges in its annual healthcare survey. Last year, at least 41% of employers used some type of financial incentive or penalty in their health plans, with up to 10% of those aimed directly at smokers, Cushman said. "With smokers costing companies about 25% more than nonsmokers in the area of health care, it just makes good business sense," she said. A number of self-insured companies have added surcharges for smokers, while other firms use financial rewards for smokers who quit and employees who exercise or diet. "In addition to employers having to pay out more in health care costs, public opinion is now solidly on the side of eliminating smoking, and workers are realizing increasingly that they are having to pay for others' lifestyle choices," said Helen Darling, president of the National Business Group on Health. [CNN.com](http://CNN.com) reported 2/16

## American Legacy Foundation is Searching for a Few Amazing Youth

The [American Legacy Foundation](http://American Legacy Foundation) is searching for a few amazing youth of all different backgrounds, including ethnicity, sexual identity, and geographic location, to be a part of its Youth Leadership Institute. Legacy will convene its Youth Leadership Institute in the Summer of 2006. The Leadership Institute is designed to encourage high school students to become active leaders in their communities while working to develop leadership skills and social justice awareness. Members of the Youth Leadership Institute will be groomed to take on more responsibilities in their role as anti-tobacco advocates by possibly becoming members of our Youth Activism Council upon high school graduation, if qualified.

The Youth Leadership Institute hopes to:

- ~ Provide tobacco control and prevention training and/or resources to members
- ~ Inspire youth to engage in activism while building future leaders
- ~ Fuel and encourage a deeper commitment to social justice
- ~ Strengthen participants' understanding of the importance of cultural competency as related to community activism, especially tobacco control

To be considered you MUST:

- ~ Be a high school student between the ages of 14-17
- ~ Possess a solid interest in social justice and/or activism
- ~ Possess evidence of leadership within your school or community

The deadline for the application is April 14, 2006 and the selection process will immediately follow. Term limits are one year with an annual re-application process. Members can participate for a maximum of two years. Members will meet this summer at Legacy's office in Washington, D.C, and maintain involvement in tobacco control initiatives in their home communities. For more information or an application contact:

Erica Rachal, Youth Activism Coordinator at [erachal@americanlegacy.org](mailto:erachal@americanlegacy.org)



## Oregon Hosts its First Cancer Disparity Conference

**March 3-4, 2006 “Comprehensive Approaches to Cancer Control - Reducing Disparities through Collaboration.”** The goal of the conference is to convene community, health professionals and researchers to have a meaningful outcome-based dialog on overcoming issues of cancer disparity in underserved communities. Keynote speaker Brian D. Smedley, PhD, serves as Project Director of The Opportunity Agenda. The Opportunity Agenda is a communications, research, and advocacy organization dedicated to building the national will to expand opportunity in America.

The long term outcomes will focus on:

- Increasing breast and cervical cancer screening in the high-risk and never-been-screened populations
- Reducing tobacco use among youth
- Increasing cancer prevention research collaborations

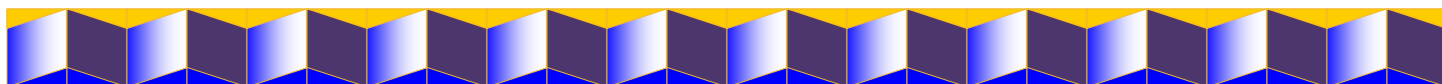
The conference is hosted by Oregon Health Sciences University Cancer Institute Office of Multicultural Affairs. It will be held at the Lloyd Center DoubleTree Hotel in Portland. Registration is \$60 for general and \$40 for students. Detailed information and online registration available at [www.ohsucancer.com](http://www.ohsucancer.com)

## Seattle to Host National *Youth Access to Tobacco Conference*

**April 12-14, 2006 “Access 2006,” Seattle.** “Access 2006” is an inaugural conference with a goal to create innovative and effective new strategies to reduce youth access to tobacco products. The focus of this conference is confronting the challenge of social sources (other than retailers) being a significant point of access to tobacco for youth. The conference will work to develop messages that continue to challenge the perception that smoking is an acceptable adult activity and encourage more investment by the community in preventing youth access to tobacco products. The event is sponsored by the Washington State Department of Health (DOH) Tobacco Prevention and Control Program, Public Health Seattle & King County Tobacco Prevention Program, U.S. Department of Health & Human Services Center for Substance Abuse Prevention, 7-Eleven Franchise Owners Association and Michael Moore, former Attorney General of Mississippi, who led the national lawsuit that resulted in a \$246 billion award to all 50 states. The conference will take place at The Westin Hotel in Seattle. Registrations must be received on or before March 3rd. For more information visit [www.accessseattle2006.org](http://www.accessseattle2006.org), call 888.812.1219 or e-mail [access@crgevents.com](mailto:access@crgevents.com).

### Newsletter Contacts:

- [Editor, Kimberly Nelson](#)
- [Tobacco Free Coalition of Clark County](#)
- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Health Department Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
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## Calendar of Events

- 3/2 Secondhand Smoke Task Force** meeting, 1:30-3 PM, Clark County Center for Community Health, room A332. Contact: [Theresa Cross](#), 360.397.8000 x 7378
- 3/6 Schools Task Force** meeting, 7:30-9 AM, ESD 112. Contact [Willie Manns](#) 360.750.7500 x 303
- 3/9 Tobacco Free Coalition of Skamania** meeting, 3:00-4:30 PM, Rock Creek Center, Stevenson. Contact: [James Lanz](#): 360.397.8416

Please [let us know](#) about your tobacco related events so we can post them here.

## Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: [www.ash.org](http://www.ash.org)
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: [www.no-smoke.org](http://www.no-smoke.org)
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: [www.americanlegacy.org](http://www.americanlegacy.org)
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: [www.tobaccofreekids.org](http://www.tobaccofreekids.org)
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: [www.champss.org](http://www.champss.org)
- [Chewfree.com](#) is a Web site designed to help people quit using chewing tobacco or snuff (smokeless tobacco): [www.chewfree.com](http://www.chewfree.com)
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: <http://www.unfilteredtv.com/o2magazine/index.html>
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: [www.americanlegacy.org/factclipboard](http://www.americanlegacy.org/factclipboard)
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: [www.secondhandsmokesyou.com](http://www.secondhandsmokesyou.com)
- [Smokefree Housing](#) - Housing Connections offers a searchable database that includes *nonsmoking* as an apartment criteria option under *advanced search*: [www.housingconnections.org/Search.cfm](http://www.housingconnections.org/Search.cfm)
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: [www.SMOKEFREE.net](http://www.SMOKEFREE.net)
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: [www.smokefreefamilies.org](http://www.smokefreefamilies.org)
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: [www.TobaccoScam.ucsf.edu](http://www.TobaccoScam.ucsf.edu)
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: [www.QuitLine.com](http://www.QuitLine.com)
- [UnfilteredTV.com](#) - is a Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: [www.unfilteredtv.com](http://www.unfilteredtv.com)
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. [www.tobaccoprc.org](http://www.tobaccoprc.org)
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: [www.ttac.org](http://www.ttac.org)

**Links to external resources are provided as a public service and do not imply endorsement by the Clark County Health Department.**